

In your reply please quote the
number and date of this letter

Telephone No. 78301



My No. C P B/2

Posts & Telecommunications Department

OFFICE OF THE POSTMASTER-GENERAL AND DIRECTOR OF TELECOMMUNICATIONS,
NEW POSTS AND TELECOMMUNICATIONS HEADQUARTERS,
Duke Street, Colombo 1 (Ceylon)

, 1967

Dear Sir,

CEYLON STAMPS NEWS - BULLETIN No. 2

Issued by the Philatelic Bureau of Ceylon

The Postmaster-General and Director of Telecommunications, Ceylon, wishes to announce the following new issue of Commemorative stamps.

Special Issue to Commemorate the Centenary of the Ceylon Tea Industry

The establishment of the Tea Industry in Ceylon is a story of faith and self-reliance. To James Taylor, a Scotsman, goes the credit of laying the foundation of the Tea Industry in Ceylon in 1867. The first plantation consisted of 20 acres in Loolecondera Estate in Galaha, a village about 20 miles from Kandy, the ancient hill capital of the Sinhalese Kings. From these small beginnings, the industry has advanced through fat and lean years and is today the sheet-anchor of Ceylon's economy. Over half a million acres of land are devoted to the cultivation of the plant, and 5 million pounds of tea are produced annually. The principal buyers of Ceylon Tea are Great Britain, the United States of America, Australia, The Union of South Africa and Iraq.

Date of Issue 1.8.1967

Denominations 04 cents, 40 cents, 50 cents, Re. 1

Designs 04 cents—Depicts a Tea Research Officer at work. Extensive research in plant pathology and production techniques have enabled Ceylon to maintain the top most position in the world

markets for high grade teas. The Tea Research Institute of Ceylon established in 1925 has largely contributed to the development of the Tea Industry in recent years.

40 cents—Depicts a tea tasting pot and a dry leaf turn-out card at the tea tasting stage. Tea tasting forms an integral part in the marketing of the finished product. Teas of varying flavour are demanded by people in different parts of the world, and the expertize of the Tea Tasters in Colombo is necessary to ensure that the right quality of tea goes to the right market.

50 cents—Depicts the two leaves and the bud that make quality teas. In Ceylon the stress is on the production of high grade teas, and only the very tender leaves are picked for manufacture. A tea factory, where the green-leaf is turned into tea, is in the background.

Re. 1—Depicts a chest of tea being shipped at Colombo Harbour which is the principal port of Ceylon. Nearly 400 million pounds of tea are exported through this port annually. The Lion symbol appearing on the chest of tea is being used by the Ceylon Tea Propaganda Board as a distinguishing mark for quality teas from Ceylon.

Size	42 × 32 m.m.
Format	Horizontal.
Printing process	Six colour offset.
Printers	Bruder Rosenbaum, Austria.
Sheet composition	10 × 10 = 100 stamps.
Period of Validity	1.8.1967 to 31.1.1968

A first day cover service will be provided. The price of each first day cover is 15 cents.

All orders should be accompanied by a remittance to cover the value of stamps, the return postage, and the price of first day covers, if any, and should be addressed to the Director, Philatelic Bureau, (Posts and Telecommunications Department) E 9 & 10, 5th floor, Ceylinco House, Colombo 1, Ceylon.